

LIQUID CRYSTAL DISPLAY DEVICE

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ABSTRACT OF THE DISCLOSURE

10 A liquid crystal display device has been disclosed.  
The liquid crystal display device provides a display with  
a high reflectance (high transmittance) and a high color  
purity while maintaining white balance and adjusts the  
white balance by changing the occupied area instead of  
the transmission characteristics of a CF in order to  
prevent yellowing of the display due to a low-temperature  
15 light source.